

INTEGRATED MEDIA MANAGEMENT AND RIGHTS DISTRIBUTION APPARATUS

Abstract of the Disclosure

5 The present invention advantageously provides an integrated rights management
and licensing system for storing, researching, buying, and selling intellectual property
rights. In one embodiment, the present invention utilizes a rights owner application, a
central repository, and a licensing application to integrate the management, researching
and licensing of intellectual property. Accordingly, the present invention optionally
10 allows intellectual property owners and consumers to conduct real-time licensing
transactions over a network. Furthermore, the data repository optionally determines
availability of intellectual property rights through bi-directional hierarchical navigation
and implied data relations.

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